

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	Toni Markus KOPRA	Confirmation No.:	8331
Application No.:	09/580,583	Examiner:	RETTA, Yehdega
Filed:	May 30, 2000	Group Art Unit:	3622

For: LOCATION AWARE PRODUCT PLACEMENT AND ADVERTISING

MAIL STOP ISSUE FEE

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

COMMENTS ON EXAMINER'S STATEMENT OF REASONS FOR ALLOWANCE

Dear Sir:

The following comments are submitted in response to the Examiner's Statement of Reasons for Allowance provided in the Notice of Allowability dated January 5, 2012.

On page 2 at line 6 in the Notice of Allowability, the Examiner stated that the network is made to "receive video via digital broadcasting in limitation." However, nowhere in any of the claims does the phrase "in limitation" appear.

Therefore, the Statement mischaracterizes the invention in unduly narrow terms inconsistent with the actual claim language. Accordingly, the Statement does not accurately relate to any of the allowed claims.

If the Examiner wants to discuss these comments, she is invited to telephone the first undersigned attorney at the number listed below.

Respectfully submitted,

DITTHAVONG MORI & STEINER, P.C.

January 24, 2012
Date

/Phouphanomketh Ditthavong/
Phouphanomketh Ditthavong
Attorney for Applicant
Reg. No. 44,658

Joseph Scafetta Jr.
Attorney for Applicant
Reg. No. 26,803

918 Prince Street
Alexandria, VA 22314
Tel. (703) 519-9951
Fax (703) 519-9958